



ENERGY FOR A HEALTHY, POSITIVE LIFE

"WE WANTED TO CREATE A GREAT-TASTING, HEALTHY ENERGY DRINK WITH ADDED IMMUNITY TO POWER YOU TO KEEP GOING EVERY DAY. BECAUSE WHEN WE ARE STRONGER AS INDIVIDUALS, WE ARE EVEN STRONGER TOGETHER."



Dwayne Johnson *Daye* *Dave Rinzler* *John J. Stuber*

zoaenergy.com

@zoaenergy



PRODUCT OVERVIEW

ZOA is designed as a health drink, with natural caffeine for energy. It has superfoods, vitamins and electrolytes, which provides sustained energy with immune system support for healthy, positive, energy.

PRODUCT DETAILS



INGREDIENTS

- Immunity: Camu Camu, Turmeric, B complex, Vit C & D
- Mental Focus: Choline
- Hydration: Electrolytes (potassium, magnesium)
- Exercise Nutrition: Essential amino acids
- Energy: natural green tea extract
- 100 Calories

FOCUS

- B Vitamins - B complex has a myriad of health benefits including support cellular health, healthy brain function, and energy
- Choline - supports cellular maintenance and nervous system functions

NATURAL ENERGY

- Green Tea Extract - natural energy with health benefits
- Green Coffee - natural caffeine from unroasted coffee beans

FOCUS CUSTOMER

IDEAL CUSTOMER

- The ZOA Everyday Warrior
- Male/Female
- Aged 25-50
- Our focus is on the hardest working people in the room. ZOA is their healthy, positive everyday partner to focus, be productive, and get stronger.

STRENGTH + HYDRATION

- Electrolytes - hydrates and helps regulate fluids in the body
- Amino acids - boosts athletic performance and supports muscle recovery

IMMUNITY

- Vitamin D* - support immunity and nervous systems
- Camu Camu* - Amazonian superfood high in vitamin C and antioxidants
- Acerola - significant source of vitamins C and A
- Vitamin C* - an essential vitamin our bodies use to support immunity
- Antioxidants - added antioxidants help fight free radicals in the body

SECONDARY FOCUS

- Typical Energy Drinker
- Male
- Converting the typical high caffeine energy drink "shortcut" to a more healthy alternative like ZOA. ZOA provides the right amount of caffeine for a typical energy drinker while providing functional mind & body support.



Associate Friendly Terms

- Natural Energy • Functional Strength & Hydration
- Improved Focus • Protective Immunity

ZOA Moments

- 6am Morning Hustle • 2pm Post Workout
- 4pm afternoon meeting • 6pm Softball Practice

Product Assortment

- Lemon-Lime • Pineapple Coconut • Super Berry
- Wild Orange • Original

LIFESTYLE

- Our Audience is the Warriors who understand that a strong mind requires a strong body, and are thus very disciplined about maintaining their health through physical activity and healthy diets.
- They are determined to bring purpose and progress to their lives and are intentional in what they focus on.



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Vit. B12 2.4mcg 100%	
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Niacin 16mg 100%	
Folate 100mcg 25%	
Pant. Acid 1.3mg 25%	
Choline 20mg 4%	
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, calcium, and iron	

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160 MG CAFFEINE FROM ALL NATURAL SOURCES PER 16 FL. OZ SERVING



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